

make
your
mark



Aspiria:

Supported by Living Stone,
Aspiria acquires new visual identity



Position

Reference case



Living Stone

Increasing profit is the goal of any company. The challenge is managing the resources to make it happen: people. We support companies in offering people insight into their personal ambitions, limits and potential. We coach managers in fostering team dynamics, exploring differences and building synergies. We help to develop organisations beyond numbered FTEs in excels, sparking an evolving and compelling story, co-written by people sharing a common perspective and goal. Companies are built by people. Complex, changing and dynamic humans with aspirations. We help manage aspirations. Hence our name: **Aspiria**

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Nowadays, many companies experience multiple evolutions as they refine their focus and growth path. As such, Fern Training & Coaching underwent a total transformation, becoming 'Aspiria' in 2016. Living Stone was the ideal partner to create a dynamic new visual identity and help define Aspiria's own aspirations.

*Gino Peremans
Founder and Managing Partner
Aspiria*



Total rebranding

When Gino Peremans founded his one-man business in 2007, the name 'Fern' was an appropriate choice, with the unfurling of a fern's leaves symbolizing the learning process. Since the single-word version of Fern was already taken, Gino added 'Training & Coaching' to the name to tailor it precisely to his new business. Initially, the company focused on team and leadership development through outdoor activities. Gradually, the focus switched to long-term team coaching, executive coaching and burn-out coaching. Most recently, organizational development and transformation consultancy were added to the company's competences. Lieve Van Weddingen joined the company as a managing partner in 2011, but the idea lingered that founder Gino Peremans owned the decisive vote. For all of these reasons, as well as the fact that the overly analogous, static logo was due to be replaced, the idea that the company would benefit from a total rebranding grew organically.



Brandbook





Website

Trustworthy partner

As the specific partner they had considered to realize the rebranding proved not up to the task, Fern Training & Coaching started to look for a new trustworthy partner. Gino and Lieve began the search for a professional agency with a proven track record, in line with their goals. As part of their work with IT player Tobania, supporting its merger of two existing companies into one larger organization with a consistent identity, Gino and Lieve had witnessed a successful rebranding first-hand. As the new Tobania identity had been Living Stone's brainchild, Gino and Lieve decided to look into a collaboration with this marketing agency.

“ I was pleasantly surprised by how quickly Living Stone managed to understand our company's identity, as well as our goals.

*Gino Peremans
 Founder and Managing Partner
 Aspiria*



Finely tuned antennae

“That ability was evident throughout the process. We had planned a whole meeting to decide on a new name, but agreed on Aspiria after ten minutes. We also felt that Living Stone possessed sufficient expertise and know-how to translate vague ideas into reality. Those are talents that we lack in-house. Living Stone’s antennae are very finely tuned in those matters. They sense what you need as a company and are able to mold abstract ideas into a powerful visual identity with ease” says Gino Peremans.



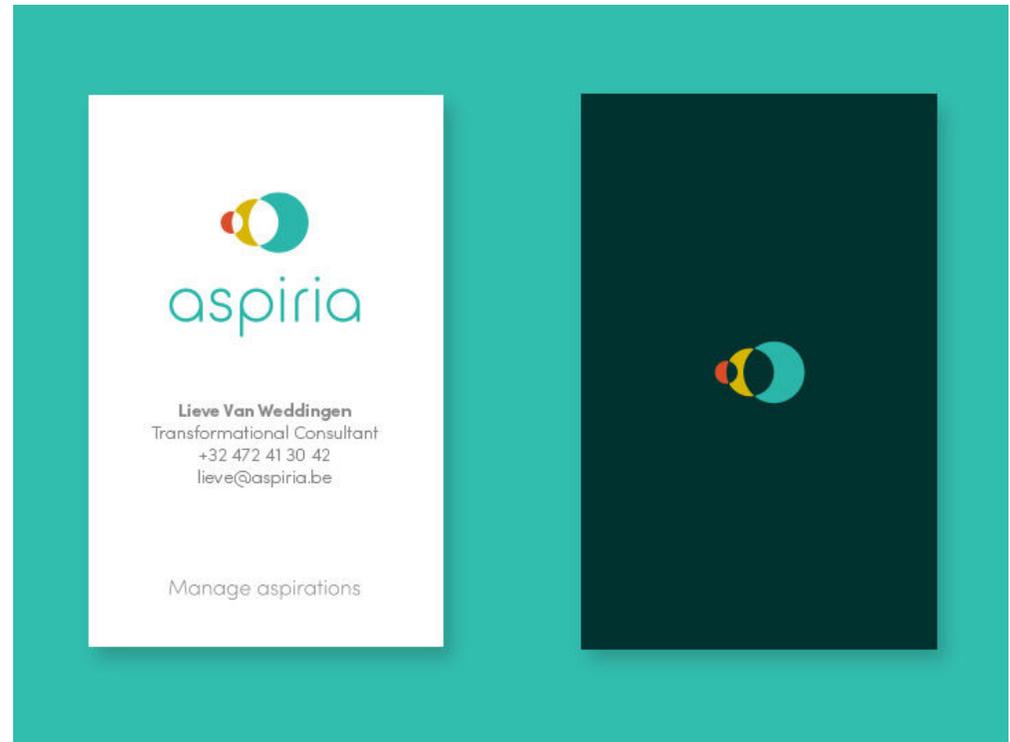
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Soon after the website launch, the increase in leads was already noticeable and even through LinkedIn we notice considerable improvement in our findability.

*Gino Peremans
Founder and Managing Partner
Aspiria*

Living up to expectations

The new Aspiria identity needed to be a lot more professional; simple but strong. “Living Stone lived up to the expectations, developing a look and feel that correctly grasped our concept of the new corporate identity” confirms Gino Peremans. The new logo is dynamic, symbolizing a transformation rather than growth, incorporating the aspirations of the company as a whole, as well as each of the individuals who play an essential part in its success. The style is professional, lively and appealing. Living Stone also developed a new website for Aspiria. “Another asset offering invaluable support” says Gino Peremans. “The new website concept features a very professional design as well, and a very clear structure.”



Business card





Manage aspirations

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Totally worth it

Gino Peremans is very positive about the collaboration with Living Stone: “We found this collaboration to be very professional, and we very much appreciated the open, timely communication. Living Stone’s way of communicating was characterized by punctuality, and deadlines were always respected. Yes, such a rebranding takes up a lot of time, energy and budget, but it has been totally worth it. The new corporate identity allows us to position our company in the market in a more clear-cut way and develop a high-end professional profile.” He believes that it’s up to Aspiria now to further shape Aspiria and to capitalize on its new distinctiveness through online and offline networking.



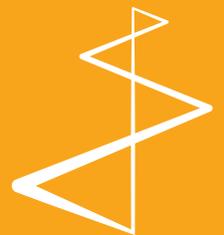


About Living Stone

To B2B organizations with a strong knowledge component or technological component in their products or services, who want to have a significant share of voice in their markets, Living Stone is a partner that will enable them and their brands to adapt successfully to changing market dynamics and achieve above-market growth through differentiation strategies that keep the end-user in mind.

At Living Stone, we specialize in helping B2B marketers to make their mark. To share their company's story, to present information in a way that makes a difference – to plant a flag that proclaims excellence and value. We are experts in conventional as well as digital marketing. Our tools are easy to implement and build on the existing corporate tradition, sales customs and market ambitions of our customers. We've been helping B2B marketers make an impact for more than 25 years.

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